



## MARKET SQUARE PLACE

### YMCA TO LEAD THE TENANT MIX AT MARKET SQUARE PLACE

**Pittsburgh, Pennsylvania, May 31, 2007** - Efforts to revitalize downtown Pittsburgh will get another shot in the arm this evening when the YMCA of Greater Pittsburgh announces that will operate a new facility in the Golden Triangle.

The YMCA will move to a full-service 38,000-square foot Y at the site of the old G.C. Murphy store as part of Millcraft Industries' Market Square Place development. The new YMCA location will replace the current Boulevard of the Allies location, which has been the home of the downtown YMCA for more than 20 years.

The YMCA will make the official announcement of the new location at the Downtown YMCA's 33rd Annual Scholar Athlete Banquet this evening at 6:00 p.m. at the Pittsburgh Hilton Hotel.

"In our new downtown location, we will provide wellness and other services that match the needs of our downtown members at a convenient central location," said Dan Lebish, Chairman of the Board of Directors of the Downtown YMCA branch.

"Maintaining a high quality, modern YMCA in downtown Pittsburgh is critical to pursuing our mission to meet the social service, healthy lifestyle and recreational needs of the people of the Pittsburgh region."

Lucas Piatt, Vice President of Millcraft Industries stated, "The YMCA has made a major commitment to the revitalization of the Fifth and Market District and to making downtown a much better place to live and work. As the lead tenant in the Market Square Place project, the YMCA will provide a sought after amenity to the residential aspect of the project and provide essential foot traffic to help support the additional 30,000 square feet of retail use within the development".

"Our new location will have a broad array of services and programs that will meet all the needs of our downtown members, and develop the spirit, mind and body of every individual who uses our facilities," said John Cardone, Executive Director of the Downtown YMCA and Vice President, Activate Pittsburgh.

The new full-service YMCA at Market Square Place will include a 25-meter 5-lane pool, men's and women's locker rooms, wellness facilities with cardio-vascular and strength equipment and exercise rooms. It will offer a full staff of wellness professionals and an extensive array of wellness classes and services, including nutrition, smoke cessation, weight management, physical therapy and cardiac rehabilitation. The new YMCA will also house Activate Pittsburgh's staff and wellness programs.

"Our new YMCA will not only help us serve our downtown members better, it will also enable us to invest more in YMCA programming throughout the greater Pittsburgh community," said Cardone. " Our new downtown YMCA will be substantially more cost-effective to operate than the current location and we will return the savings to the community in the form of scholarships, enhanced services and an expansion of our Activate Pittsburgh youth programs."

Activate Pittsburgh is the YMCA's partnership with Highmark Blue Cross/Blue Shield, UPMC, the University of Pittsburgh Center for Minority Health and PNC Financial Services to promote healthy lifestyles in the greater Pittsburgh community. The Activate Pittsburgh team provides programmatic support to all the branches of the YMCA of Greater Pittsburgh, forges collaborations with other nonprofits and local organizations and manages the corporate wellness initiatives, services and partnerships the YMCA of Greater Pittsburgh provides area businesses and corporations.

When its downtown plans have been implemented, the YMCA of Greater Pittsburgh expects to employ 50 more people than the 150 currently employed in the current downtown branch.

The YMCA said that it intends to sell its current downtown facility. The YMCA of Greater Pittsburgh also announced that its administrative offices, which are now at the current downtown Y facility, will move to an as-yet undisclosed location.

The mission of the YMCA of Greater Pittsburgh is to build strong kids, strong families and strong communities by developing the spirit, mind and body of every individual. Programs offered by the YMCA of Greater Pittsburgh serve more than 1.4 million participants each year and include after-school care and childcare, family programs, outdoor camping, community outreach, sports, health and fitness, youth counseling and senior assistance. As the city's leading resource for health and wellness, the YMCA of Greater Pittsburgh's Activate Pittsburgh program is working to overcome the obesity epidemic and improve this region's health through programming designed for our diverse populations.